

1. In a computing device that may receive content from the one or more associated networks, wherein the computing device may receive registrations associated with subscription services, the registrations including requests to receive content that is updated automatically and without user intervention, a method for customizing the arrangement of content displayed on the display device of a mobile computing device so as to allow a user to personalize the displayed content for their specific needs, the method comprising:

an act of creating a template file, which represents a layout for displaying content that is updated automatically and without user intervention, by performing the acts of:

an act of generating static content and layout information corresponding to the static content;

an act of generating references to dynamic content and layout information corresponding to the references to dynamic content, the dynamic content changing over time; and

an act of including the static content, the references to the dynamic content, as well as corresponding layout information in a template file;

an act of generating computer-executable instructions that facilitate the inclusion of the current state of the dynamic content in an appropriate location at the display device; and

an act of transferring the template file and the computer-executable instructions to the mobile device.

2. The method as recited in claim 1, wherein generating static content and layout information corresponding to the static content comprises the following:

an act of generating computer-executable instructions in the form of markup language instructions.

3. The method as recited in claim 2, wherein generating computer-executable instructions in the form of markup language instructions comprises the following:

an act of generating computer-executable instructions in the form of HTML instructions.

4. The method as recited in claim 1, wherein generating static content and layout information corresponding to the static content comprises the following:

an act of generating layout information for positioning static content on the display device.

5. The method as recited in claim 1, wherein generating references to dynamic content and layout information corresponding to the references to dynamic content comprises the following:

an act of generating customized extensions to a computer language, the customized extensions referencing dynamic content.

6. The method as recited in claim 5, wherein generating customized extensions to a computer language comprises the following:

an act of generating customized extensions to a markup language, the extensions referencing dynamic content.

7. The method as recited in claim 6, wherein generating customized extensions to a markup language comprises the following:

an act of generating customized macro extensions to a markup language, the customized macro extensions referencing dynamic content.

8. The method as recited in claim 7, wherein generating customized macro extensions to a markup language comprises the following:

an act of generating customized macro extensions to HTML, the customized macro extensions referencing dynamic content.

9. The method as recited in claim 8, wherein generating customized macro extensions to HTML comprises the following:

an act of generating customized macro extensions that may cause the display of dynamic content at the display device.

10. The method as recited in claim 5, wherein generating customized extensions to a computer language comprises the following:

an act of generating customized extensions to a computer language that may, automatically and without user intervention, cause the display of dynamic content at the display device.

11. The method as recited in claim 5, wherein generating customized extensions to a computer language comprises the following:

an act of generating customized extensions to a script language, the extensions referencing dynamic content.

12. The method as recited in claim 11, wherein generating customized extensions to a script language, the extensions referencing dynamic content comprises the following:

an act of generating customized extensions to java script, the extensions referencing dynamic content.

13. The method as recited in claim 1, wherein generating references to dynamic content and layout information corresponding to the references to dynamic content comprises the following:

an act of generating layout information for positioning dynamic content on the display device.

14. The method as recited in claim 1, wherein generating references to dynamic content and layout information corresponding to the references to dynamic content comprises the following:

an act of generating layout information for ordering dynamic content on the display device.

15. The method as recited in claim 1, wherein including the static content, the references to the dynamic content, as well as corresponding layout information in a template file comprises the following:

an act of including the static content, the references to dynamic content, as well as corresponding layout information in a template file that is capable of including content of a plurality of different formats.

16. The method as recited in claim 15, wherein including the static content, the references to dynamic content, as well as corresponding layout information in a template file that is capable of including content of a plurality of different formats comprises the following:

an act of including the static content, the references to dynamic content, as well as corresponding layout information in a MIME file.

17. The method as recited in claim 1, wherein generating computer-executable instructions that facilitate the inclusion of the current state of the dynamic content in an appropriate location at the display device comprises the following:

an act of generating computer-executable instructions in a markup language, the computer-executable instructions facilitating the inclusion of the current state of the dynamic content in an appropriate location at the display device.

18. The method as recited in claim 17, wherein generating computer-executable instructions in a markup language comprises:

an act of generating computer-executable instructions in HTML, the computer-executable instructions facilitating the inclusion of the current state of the dynamic content in an appropriate location at the display device.

19. The method as recited in claim 18, wherein generating computer-executable instructions in HTML comprises the following:

an act of generating computer-executable instructions that include customized macro extensions to HTML, the customized macro extensions facilitating the inclusion of the current state of the dynamic content in an appropriate location at the display device.

20. The method as recited in claim 1, wherein transferring the template file and the computer-executable instructions to the mobile device comprises the following:

an act of transferring a template file that includes content encoded in a MIME format to the mobile device.

21. The method as recited in claim 20, wherein transferring a template file that includes content encoded in a MIME format to the mobile device comprises the following:

an act of transferring a template file that includes content encoded in a MIME format to the mobile device using WAP.

22. The method as recited in claim 21, wherein transferring a template file that includes content encoded in a MIME format to the mobile device using WAP comprises the following:

an act of transferring a template file, that includes content encoded in a MIME format and that is associated with a specific application id, to the mobile device using WAP.

23. The method as recited in claim 22, wherein transferring a template file, that includes content encoded in a MIME format and that is associated with a specific application id, to the mobile device using WAP comprises the following:

an act of transferring a template file, that includes content encoded in a MIME format and that is associated with a specific application id that identifies the template file as including content encoded in a MIME format, to the mobile device using WAP.

24. The method as recited in claim 1, wherein transferring the template file and the computer-executable instructions to the mobile device comprises the following:

an act of transferring a template file and computer-executable instructions that include HTML content.

25. The method as recited in claim 1, wherein transferring the template file and the computer-executable instructions to the mobile device comprises the following:

an act of transferring the template file and the computer-executable instructions via a transport protocol.

26. The method as recited in claim 25, wherein transferring the template file and the computer-executable instructions via a transport protocol comprises the following:

an act of transferring the template file and the computer-executable instructions via HyperText Transport Protocol.

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27. In a mobile computing device that is associated with one or more networks and includes a display device that may receive content from the one or more associated networks, wherein the mobile computing device may register with subscription services to receive content that is updated automatically and without user intervention, a method for displaying a customized arrangement of content on the display device so as to allow a user to personalize the displayed content for their specific needs, the method comprising:

an act of storing a template file that includes static content, references to dynamic content, as well as corresponding layout information, thereby facilitating the display of the static and dynamic content;

an act of receiving a notification that dynamic content referenced by at least one of the references to dynamic content has changed to a current state; and

an act of executing computer-executable instructions to thereby facilitate the inclusion of the current state of the dynamic content in an appropriate location at the display device.

28. The method as recited in claim 27, wherein storing a template file that includes static content, references to dynamic content, as well as corresponding layout information comprises the following:

an act of storing a template file that includes static content, references to dynamic content, as well as corresponding layout information in system memory associated with the mobile device.

29. The method as recited in claim 27, wherein receiving a notification that dynamic content referenced by at least one of the references to dynamic content has changed to a current state comprises the following:

an act of receiving a notification that was pushed to the mobile device using a wireless protocol.

30. The method as recited in claim 29, wherein receiving a notification that was pushed to the mobile device using a wireless protocol comprises:

an act of receiving a notification that was pushed to the mobile device using WAP.

31. The method as recited in claim 30, wherein receiving a notification that was pushed to the mobile device using WAP comprises:

an act of receiving a service indication element that was pushed to the mobile device using WAP.

32. The method as recited in claim 31, wherein receiving a service indication element that was pushed to the mobile device using WAP comprises the following:

an act of receiving a service indication element that includes a URI.

33. The method as recited in claim 31, wherein receiving a service indication element that was pushed to the mobile device using WAP comprises the following:

an act of receiving a service indication element, which includes a system indication ID that identifies a reference to dynamic content included in a template file.

34. The method as recited in claim 31, wherein receiving a service indication element that was pushed to the mobile device using WAP comprises the following:

an act of receiving a service indication element that includes dynamic content that has changed to a current state.

35. The method as recited in claim 27, wherein receiving a notification that dynamic content referenced by at least one of the references to dynamic content has changed to a current state comprises the following:

an act of receiving a notification via a transport protocol that dynamic content referenced by at least one of the references to dynamic content has changed to a current state

36. The method as recited in claim 27, wherein receiving a notification that dynamic content referenced by at least one of the references to dynamic content has changed to a current state comprises the following:

an act of receiving a notification, which includes a plurality of dynamic content items associated with a structured data content type, that dynamic content referenced by at least one of the references to dynamic content has changed to a current state

37. The method as recited in claim 27, wherein receiving a notification that dynamic content referenced by at least one of the references to dynamic content has changed to a current state comprises the following:

an act of storing a notification that was pushed to the mobile device using a wireless protocol.

38. The method as recited in claim 27, wherein an act of executing computer-executable instructions to thereby facilitate the inclusion of the current state of the dynamic content in an appropriate location at the display device comprises the following:

an act of executing markup language instructions to thereby facilitate the inclusion of the current state of the dynamic content in an appropriate location at the display device.

39. The method as recited in claim 38, wherein an act of executing markup language instructions to thereby facilitate the inclusion of the current state of the dynamic content in an appropriate location at the display device comprises the following:

an act of executing HTML instructions to thereby facilitate the inclusion of the current state of the dynamic content in an appropriate location at the display device.

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40. In a mobile computing device that is associated with one or more networks and includes a display device that may receive content from the one or more associated networks, wherein the mobile computing device may register with subscription services to receive content that is updated automatically and without user intervention, a method for displaying a customized arrangement of content on the display device so as to allow a user to personalize the displayed content for their specific needs, the method comprising:

an act of storing a template file that includes static content, references to dynamic content, as well as corresponding layout information, thereby facilitating the display of the static and dynamic content; and

a step for merging updated dynamic content and static content so as to display relevant content at the display device.

41. A computer program product for implementing, in a computing device that is associated with one or more networks and includes a display device that may receive content from the one or more associated networks, wherein the computing device may receive registrations associated with subscription services, the registrations including requests to receive content that is updated automatically and without user intervention, a method for customizing the arrangement of content displayed on the display device of a mobile computing device so as to allow a user to personalize the displayed content for their specific needs, the method comprising:

a computer-readable medium carrying computer-executable instructions, that when executed at the computing device, cause the computing device to perform the method, including:

generating static content and layout information corresponding to the static content;

generating references to dynamic content and layout information corresponding to the references to dynamic content, the dynamic content changing over time even though corresponding layout information remains the same;

including the static content, the references to the dynamic content, as well as corresponding layout information in a template file;

generating computer-executable instructions that facilitate the inclusion of the current state of the dynamic content in an appropriate location at the display device; and

transferring the template file and the computer-executable instructions to the mobile device.

42. The computer program product as recited claim 41, wherein the computer-readable medium is a physical storage media.

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43. A computer program product for implementing, in a mobile computing device that is associated with one or more networks and includes a display device that may receive content from the one or more associated networks, wherein the mobile computing device may register with subscription services to receive content that is updated automatically and without user intervention, a method for displaying a customized arrangement of content on the display device so as to allow a user to personalize the displayed content for their specific needs, the computer program product comprising:

a computer-readable medium carrying computer-executable instructions, that when executed at the mobile computing device, cause the mobile computing device to perform the method, including:

storing a template file that includes static content, references to dynamic content, as well as corresponding layout information, thereby facilitating the display of the static and dynamic content;

receiving a notification that dynamic content referenced by at least one of the references to dynamic content has changed to a current state; and

executing computer-executable instructions to thereby facilitate the inclusion of the current state of the dynamic content in an appropriate location at the display device.

44. The computer program product as recited claim 43, wherein the computer-readable medium is memory included in the mobile computing device.